

IN THE CLAIMS:

Please cancel Claim 57 without prejudice or disclaimer of subject matter.

Please amend the remaining claims as follows:

1. to 54. (Cancelled)

55. (Currently Amended) A cable head end ~~An~~ apparatus for providing image displaying services comprising:
~~—————local advertising information receiving means for receiving local advertising information corresponding to the place at which a user terminal is hosted from a first advertiser entity;~~

widespread advertising information receiving means for receiving widespread advertising information ~~from a second advertiser entity via a portal, wherein the widespread advertising information is shared between a plurality of said~~ cable head end apparatuses;

first storing means for storing ~~the local advertising information and the widespread advertising information~~ in an advertising database;

photo image receiving means for receiving a photo image from a storage media via a user set top box terminal;

~~—————first display controlling means for displaying thumbnail images corresponding to the received photo image;~~

~~selection receiving means for receiving a selection at the user terminal of a~~
displayed thumbnail image;

second storing means for storing the photo image in an image database;

obtaining means for obtaining the local advertising information

corresponding to said cable head end apparatus having the image database in which the
photo image is stored from the advertising database; and

~~second display controlling means for controlling to display displaying the~~
photo image ~~corresponding to the selected thumbnail image~~ and the obtained local
advertising information together at ~~the a user~~ display via the user set top box terminal.

56. (Currently Amended) An apparatus according to Claim 55, further
comprising:

~~menu third display controlling means for displaying the photo a service~~
menu at the user display via the user set top box terminal; and

receiving means for receiving a request of the service menu from the ~~user~~
set top box terminal,

wherein the ~~first display controlling means displays the thumbnail photo~~
images at the user ~~terminal display~~ in response to the request received by the receiving
means.

57. (Cancelled)

58. (Currently Amended) A method for providing image displaying services comprising the steps of:

- ~~receiving local advertising information corresponding to the place at which a user terminal is hosted from a first advertiser entity;~~
- receiving widespread advertising information ~~from a second advertiser entity via a portal, wherein the widespread advertising information is shared between a plurality of cable head end apparatuses;~~
- storing ~~the local advertising information and the widespread advertising information~~ in an advertising database;
- receiving a photo image from a storage media via a user set top box terminal;
- storing the photo image in an image database;
- ~~displaying thumbnail images corresponding to the received photo image;~~
- ~~receiving a selection at the user terminal of a displayed thumbnail image;~~
- obtaining the local advertising information corresponding to said cable head end apparatus having the image database in which the photo image is stored from the advertising database; and
- controlling to display ~~displaying~~ the photo image ~~corresponding to the selected thumbnail image~~ and the obtained local advertising information together at ~~the a~~ user display via the user set top box terminal.

59. (Currently Amended) A computer-readable memory medium having computer-executable process steps stored thereon for execution by a cable head end apparatus, wherein said process steps comprise:

~~————— a first receiving step for receiving local advertising information corresponding to the place at which a user terminal is hosted from a first advertiser entity;~~

a ~~second~~ first receiving step for receiving widespread advertising information ~~from a second advertiser entity via a portal, wherein the widespread advertising information is shared between a plurality of~~ said cable head end apparatuses;

a first storing step for storing ~~the~~ local advertising information ~~and the widespread advertising information~~ in an advertising database;

a ~~third~~ second receiving step for receiving a photo image from a storage media via a user set top box terminal;

a second storing step for storing the photo image in an image database;

~~————— a display step for displaying thumbnail images corresponding to the received photo image;~~

~~————— a selection receiving step for receiving a selection at the user terminal of a displayed thumbnail image;~~

an obtaining step for obtaining the local advertising information corresponding to said cable head end apparatus having the image database in which the photo image is stored from the advertising database; and

a ~~second display~~ controlling step for controlling to display ~~displaying~~ the photo image ~~corresponding to the selected thumbnail image~~ and the obtained local advertising information together at ~~the~~ a user display via the user set top box terminal.